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CONSUMER TIME

R-11

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Produced by Consumers' Counsel Division of the Department of Agriculture,
and presented in cooperation with Defense and Nonddefense Agencies
of the United States Government working for consumers.

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1. ANNOUNCER: This is CONSUMER TIME.
2. SOUND: CASH REGISTER - CLOSE DRAWER
3. NANCY: That's your money buying food.
4. SOUND: CASH REGISTER
5. CARL: That's your money paying for a home.
6. SOUND: CASH REGISTER
7. NANCY: That's your money buying clothes and the thousands
of other things you need.
8. CARL: That's you . . . paying for these things . . . money
out of your pockets.
9. SOUND: CASH REGISTER - CLOSE DRAWER

10. ANNOUNCER: CONSUMER TIME brings you facts about how to make your pennies and dollars buy more of the things you need. This program is produced by your Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and Nondefense agencies of the United States Government working for consumers.

And here is Gordon Hubbel, representing the Consumers' Counsel.

11. HUBBEL: Thank you, , and hello, everyone.
Yes, we have lots of information for you today . . not only facts about how to buy the things you need . . . but facts about how to use them . . to make them last longer . . to help you get the most service from them.

12. FREYMAN: I'm a young housewife, Mr. Hubbel, and I'd like to find out some of those facts you're talking about.

13. HUBBEL: All you have to do is ask the questions, Mrs. Freyman, and my two consumer reporters will give you the answers. And first to help you today is Gunnar Jadgman.

14. FREYMAN: All right, Gunnar, what are you going to tell us about?
15. GUNNAR: Let's visit our consumer family for a second, Mrs. Freyman. Dinner's over, and Mr. and Mrs. Miles and daughter, Barbara, are settling down in the living room. (FADE) Mr. Miles picks up the evening paper and starts to read . . .

(PAUSE)

16. FATHER: Well!
17. MOTHER: What are you reading, Harry?
18. FATHER: Story in the paper here . . about electric power . . Southeast part of the country . . people face shortage of electricity . .
19. BARBARA: I read that a long time ago, Dad . .
20. FATHER: This is an old paper, honey . . I just been catching up a little.
21. MOTHER: But Harry . . does that mean there isn't enough electricity to go round?
22. FATHER: Well, according to the story there are many sections of the country where power must be saved to be used for defense purposes . . and it also says that consumers can help, too.

23. BARBARA: How can we help to save electricity?

(PAUSE)

24. GUNNAR: There's my subject, Mrs. Freyman . . . how consumers can economize on electricity so there's more for defense industries . .

26. FREYMAN: And at the same time, how we can save a little on our electric bills.

26. GUNNAR: Right you are.

27. FREYMAN: Just what can we do, Gunnar?

28. GUNNAR: The Consumer Division in Defense has made some excellent suggestions . . in their bulletin "Consumer Prices." They are really just ordinary common sense things . . but if you follow their rules . . each one will save a little . .

29. FREYMAN: And a lot of little savings make big ones.

30. GUNNAR: Right.

31. FREYMAN: Let's have them.

32. GUNNAR: First, turn out all lights when they're not needed.

33. FREYMAN: I've been preaching that for a long time . . .
but I guess I have a new argument now.
34. GUNNAR: Yes, you do. And there's a special rule for just
one electric light . .
35. FREYMAN: Which one is that?
36. GUNNAR: Care to guess?
37. FREYMAN: Let's see . . could it be the . . . no, that
wouldn't be it . . . oh, I bet I know.
38. GUNNAR: Got it?
39. FREYMAN: The light in the basement.
40. GUNNAR: Excellent. That's the light that a lot of
people forget the most.
41. FREYMAN: Don't I know it. Why, just the other morning I
discovered that the cellar light had been left
on all night. I don't remember whether it was
my husband or I who was guilty.
42. GUNNAR: Well, just keep your eye on it.
43. FREYMAN: I shall.
44. GUNNAR: Now, remember our program two weeks ago?

45. FREYMAN: What was it about? I've forgotten.
46. GUNNAR: Some rules for using your refrigerator efficiently.
47. FREYMAN: Oh yes, of course.
48. GUNNAR: That's another of these rules for conserving electricity.
49. FREYMAN: True.
50. CARL: Next . . if you have an electric water heater, you can save power there.
51. FREYMAN: How?
52. GUNNAR: By not keeping the thermostat or temperature control set too high.
53. FREYMAN: Where should it be set, Gunnar?
54. GUNNAR: Somewhere between a hundred and thirty-five and a hundred and forty degrees : . . no higher.
55. FREYMAN: I see. Between a hundred and thirty-five and a hundred and forty degrees.
56. GUNNAR: Right.
57. FREYMAN: We have an electric stove, too, Gunnar. Any suggestions about using that?

48. GUNNAR: Yes, indeed. Use it carefully and efficiently.
Your manual of directions should be full of suggestions.
59. FREYMAN: I see.
60. GUNNAR: Next is a rule about your radio.
61. FREYMAN: I can see it coming.
62. GUNNAR: I'm not going to tell you not to use your radio.
63. FREYMAN: I'm sure glad of that.
64. GUNNAR: But I am going to suggest that you keep the radio on only when you're listening to it.
65. FREYMAN: That sounds sensible. Oftentimes we go off into another room and forget to turn it off, even though we're no longer listening to the program.
66. GUNNAR: Here's one more little thing to remember,
Mrs. Freyman.
67. FREYMAN: All right.
68. GUNNAR: Turn your electric fan off when you're not using it.
69. FREYMAN: We won't have to remember that for very long.

70. GUNNAR: September can be pretty warm, you know . . so remember the rule until you store the fan away.
71. FREYMAN: All right.
72. GUNNAR: Next, a suggestion about the size of electric light bulbs. If you need to keep night lights anywhere . . use very small bulbs.
73. FREYMAN: We do use a night light in the baby's room . . and I've been thinking we could get a smaller bulb.
74. GUNNAR: That's a good idea.
75. FREYMAN: Any more, Gunnar?
76. GUNNAR: Just one . . a general suggestion that you use all your electric appliances efficiently and sparingly . . only when you absolutely need them.
77. FREYMAN: You mean the toaster and iron and vacuum cleaner and . . .
78. GUNNAR: And electric mixer, and washing machine and all the rest.
79. FREYMAN: Thanks, Gunnar, for all those helpful ideas. Everyone who owns and uses electricity for lighting or running appliances should help to save electric power . . so that there's more to help run our defense program.

80. GUNNAR: Right.
81. FREYMAN: And now let's see what Nancy has for us today?
82. NANCY: I have some good news about women's stockings,
Mrs. Freyman.
83. FREYMAN: Good news! You don't mean that we're going to
be able to buy . . .
84. NANCY: Silk stockings?
85. FREYMAN: Yes.
86. NANCY: I'm sorry, but that isn't the good news . . .
but, before I tell you, let's drop in on our
consumer family again. Mrs. Miles and Barbara are
talking about . . guess . . stockings. (FADE)
Barbara just started back to school, and she . . .
- (PAUSE)
87. MOTHER: Yes, I know, Barbara, but . . .
88. BARBARA: But Mother, what will we do when we want to get
dressed up . . for parties and things . .
89. MOTHER: I guess we'll find some way to work it out.
90. FATHER: What's all this fuss about?

91. MOTHER: Barbara wants to know what she's going to do when she can't get any more silk stockings.

92. FATHER: Do without 'em, I guess. Women got along without silk stockings for a good many years.

93. BARBARA: Yes, but Dad . . in those days skirts were long and you didn't ever see . .

94. MOTHER: Well, honey, you might as well face the facts. They're not importing any more silk . . and the stocking manufacturers are not going to make any more silk stockings . . and there you are.

95. BARBARA: But, gosh! What are we going to wear?

(PAUSE)

96. NANCY: That sounds like a very familiar question . . a very familiar female question.

97. FREYMAN: Yes, a lot of people make fun of it. But it's really a good question about silk stockings. What are we going to wear?

98. NANCY: I suspect we're going to have to change our habits a little bit. You know, women haven't been wearing silk stockings for so very long.

99. FREYMAN: That must have been before my time.
100. NANCY: Mine, too . . but only a little more than twenty years ago almost three-quarters of all the stockings worn were made of cotton.
101. FREYMAN: Cotton? For women's stockings? Sounds awful.
102. NANCY: Ah! That's where my good news comes in. It may sound awful, as you say . . but wait till I get through telling you a few things.
103. FREYMAN: I'm all ears, Nancy.
104. NANCY: Well, first . . I imagine you'd like to know what stockings made out of cotton will look like.
105. FREYMAN: Definitely.
106. NANCY: The experts in the Bureau of Home Economics have the answer to that question and to many more about cotton stockings.
107. FREYMAN: What do they say?
108. NANCY: You know, from reading the papers, that they have been working for some years on designs for cotton stockings . . and they recently announced that they had more than a hundred and fifty designs ready . .

109. FREYMAN: A hundred and fifty designs for cotton stockings?
110. NANCY: Right . . all the way from very sheer cobweb meshes for evening wear to plain-lisle in service weights.
111. FREYMAN: That certainly is news to me. And they are good-looking?
112. NANCY: Yes. These experts have been working very hard on these designs . . paying particular attention to fit . . to wearing qualities . . resistance to snags . . and definitely to appearance.
113. FREYMAN: But I've always thought of cotton stockings as . . you know . . sort of . . What I mean is, how do they . . . Well, for one thing, are these cotton stockings full-fashioned?
114. NANCY: Yes. And that means they'll fit better, of course.
115. FREYMAN: But how about the machines to make these stockings?
116. NANCY: You mean . . do they have to build new machines to knit cotton stockings?
117. FREYMAN: Yes, I suppose that's what I mean.

117a. NANCY: The answer to that is good news, too. Most of the machines that knit silk stockings can knit cotton ones, too.

117b. FREYMAN: That's lucky.

117c. NANCY: But there is a bottleneck. And that is our supply of fine cotton yarns. We have the long staple cotton from which these fine yarns can be made, but we haven't developed the manufacture of them.

117d. FREYMAN: Long staple cotton?

117e. NANCY: Yes. That means the cotton that has long fibers. These long fibers make the finest yarns.

117f. FREYMAN: I see, but can't stockings be made from the shorter fibers . . I suppose they're called short staple.

117g. NANCY: Yes, they can . . and we have plenty of this kind. The stockings made from this short staple cotton are a little heavier, but are still attractive and will wear well.

118. FREYMAN: You haven't said anything about the other kinds of stockings . . . you know . . . rayon and . . .
119. NANCY: Well, supplies of those yarns, like long staple cotton, are not too plentiful, and they are used in defense manufacture, too. There is some available for stockings, and plus the long and short staple cotton, and also wool, we shouldn't have to go bare-legged when it gets cold.
120. FREYMAN: Now, what about buying these cotton stockings, Nancy? Do you have any suggestions for us?
121. NANCY: Yes, indeed. In general, the same rules about size and fit of silk stockings apply to the cotton ones.
122. FREYMAN: The full-fashioned stockings fit better, don't they?
123. NANCY: That's so. Fit better in the leg, foot, knee, heel, and ankle. A full-fashioned stocking will have a genuine seam down the back of the leg.
124. FREYMAN: And those little fashion marks, too.
125. NANCY: Right. Sometimes those fashion marks, and the seam, too, are put there just for looks. So be sure the seam and the fashion marks are genuine.

126. FREYMAN: How can I be sure, Nancy?
127. NANCY: You can easily tell if the seam is a real seam - just by looking at it closely.
128. FREYMAN: Yes. But what about the fashion marks?
129. NANCY: Well, here's one way . . . If the weave on the outside of the fashion marks meets them at an angle, you can be sure the stockings are full-fashioned.
130. FREYMAN: I see.
131. NANCY: But if the weave runs parallel to the marks and to the seam, the stockings are circular knit.
132. FREYMAN: Do these circular knit stockings wear well?
133. NANCY: Yes they will wear just as well, but they don't fit or look as well.
134. FREYMAN: Do you follow the same rule about size, Nancy?
135. NANCY: Yes. In general, get a size a half-inch longer than your foot. The size is given in inches, you see.
136. FREYMAN: Yes, I remember.

137. NANCY: And then, of course, you should get the proper length.
138. FREYMAN: Yes.
139. NANCY: One important thing you should find out about before you buy is whether the stockings are colorfast.
140. FREYMAN: Otherwise they may fade?
141. NANCY: Right.
142. FREYMAN: Anything else?
143. NANCY: Let's see. Oh, be careful when you put on or take off the stockings. Watch out for sharp fingernails or rings and so on. They cause a lot of snags.
144. FREYMAN: And what about washing them?
145. NANCY: Good. Cotton stockings should be laundered very carefully if you want them to keep their shape. You see, they are less elastic than silk.
146. FREYMAN: They should be washed as soon as you take them off, I suppose.

147. NANCY: Yes. And use a mild soap and soft, lukewarm water. Don't ever rub or scrub them . . just squeeze the suds through the stockings. And after they're rinsed, don't wring them out, but roll them in a soft towel to absorb the moisture.
148. FREYMAN: And then don't put them on a radiator to dry.
149. NANCY: Correct. Nor in the hot sun. Best thing is to hang them over a line in a warm room with circulating air. And finally, never iron stockings, of course.
150. FREYMAN: Nancy, you certainly came prepared with a pile of information today. And I do hope you have one of those Consumer Tips cards on cotton stockings.
151. NANCY: Yes, we do, and we'll be very happy to send a copy to any one of our listeners who wants one.
152. FREYMAN: It's free, isn't it?
153. NANCY: Yes, indeed, and , our announcer, will tell you how you can get a copy in another minute.
154. FREYMAN: Thank you, Nancy; And now . . !
155. SOUND: NOTE ON CHIMES

156. ANNOUNCER: THE CONSUMERS' HONOR ROLL!

157. GUNNAR: New York State. Women in rural New York State . go on the Honor Roll today for their activities in learning how to take care of their electrical appliances to get the most efficient service from them.

These women bring their household electrical appliances to a traveling "Watt-Mobile" . . a big trailer with all kinds of electrical equipment in it, including a model kitchen. Engineers travel with the "Watt-Mobile," explain about the equipment, how to repair it, and answer all kinds of questions the women have about how to get the most service out of their appliances.

They also answer questions about proper wiring, give consumer information about quality standards to look for in buying electrical equipment . . and hundreds of other suggestions.

The "Watt-Mobile" and the traveling engineers are furnished by the New York State Extension Service.

(MORE)

For cooperating in a real consumer education project . . learning how to buy and use electrical appliances efficiently, the women in rural New York State get Honor Roll mention today.

158. SOUND: NOTE ON CHINES

159. FREYMAN: Thank you. And now, quickly, what are you going to tell us about on next week's CONSUMER TIME?
160. NANCY: The school lunch program.
161. GUPNAR: The story of feeding millions of American school children.
162. FREYMAN: The story of the school lunch program for CONSUMER TIME next week. All right, , how about telling us how we can get those Consumer Tips cards?
163. ANNOUNCER: Gladly, Mrs. Freyman. It's almost as easy to tell about them as it is to get them. In the first place, they're free. In the second place, all you need to do is send a penny post card to Consumers' Counsel, Department of Agriculture, Washington, D.C. Give us your name and address and the call letters of the station over which you heard this program. Ask for your Consumer Tips on Cotton Stockings.

(MORE)

These cards, you know, are just the right size to fit into your household file and are small enough to put into your purse when you go shopping. They're very handy.

Let me give you that address again . . . Consumers' Counsel, Department of Agriculture, Washington, D.C. A penny postal is all you need, with your name and address and the call letters of the station over which you heard this program. Ask for Consumer Tips on Cotton Stockings. It's free.

Next week, CONSUMER TIME will again be presented by your Consumers' Counsel in the Department of Agriculture, in cooperation with Defense and Nondefense agencies of the United States Government working for consumers.

Heard on today's program were Evelyn Freyman, Nell Fleming, Nancy Ordway, Frances Adams, Cy Briggs, and Gunnar Jodgmann.

CONSUMER TIME has been presented as a Public Service by NBC and the independent radio stations associated with the Red Network of the National Broadcasting Company.

